



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Oleg B. Rashkovskiy § Group Art Unit: 2611
Serial No.: 09/690,549 § Examiner: Matthew R. Demicco
Filed: October 17, 2000 § Conf. No.: 2613
For: Storing Advertisements § Atty. Dkt. No.: ITL.0476US (P10023)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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Technology Center 2600

Dear Sir:

Applicant submits the references listed on the attached form PTO 1449 together with any required copies of such references.

This statement is being filed before the receipt of a first Office Action on the merits.
Please apply any charges or credits to Deposit Account 20-1504 (ITL.0476US).

Respectfully submitted,

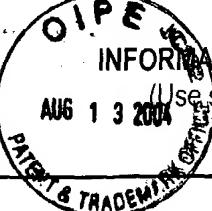
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Date: August 11, 2004

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 INFORMATION DISCLOSURE CITATION <small>(Use several sheets if necessary)</small>		ATTY DOCKET NO.	SERIAL NO.
		ITL.0476US (P10023)	09/690,549
		APPLICANT(S):	OLEG B. RASHKOVSKIY
		FILING DATE:	October 17, 2000
		GROUP ART UNIT:	2611

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
A.	3,919,479	11/1975	MOON ET AL.	704	237	
B.	4,517,643	05/1985	BANNAI	364	200	
C.	4,745,468	05/1988	VON KOHORN	358	84	
D.	4,876,592	10/1989	VON KOHORN	358	84	
E.	4,926,255	05/1990	VON KOHORN	358	84	
F.	5,034,807	07/1991	VON KOHORN	358	84	AUG 16 2004
G.	5,057,915	10/1991	VON KOHORN	358	84	
H.	5,283,734	02/1994	VON KOHORN	364	412	Technology Center 2600
I.	5,508,731	04/1996	KOHORN	348	1	
J.	5,515,098	05/1996	CARLES	348	8	
K.	5,551,692	09/1996	PETTIT ET AL.	273	143R	
L.	5,572,643	11/1996	JUDSON	395	793	
M.	5,585,858	12/1996	HARPER ET AL.	348	485	

FOREIGN PATENT DOCUMENTS

	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION YES	NO
N.	GB 2 141 907	01/1985	Great Britain				
O.	PCT/GB93/00905	11/1993	PCT	A63F	9/22		
P.	07027862	08/1996	EPO – Patent Abstracts of Japan	G09G	5/00		
Q.	EP 0 772 360 A2	05/1997	EPO				
R.	EP 0 752 678 A2	08/1997	EPO	G06F	19/00		
S.	WO 99/37045	07/1999	PCT				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

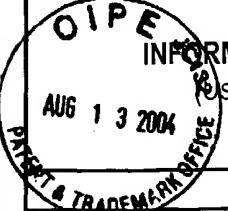
T.	Gillen, Marilyn A., "Ads Begin to Pop Up in CD-ROMs, Games; Ads Begin in Video & Games and CD-ROM," Billboard, March 25, 1995, pp. 58.
U.	Oleg B. Rashkovskiy, U.S. Patent Application Serial No. 09/690,159, filed October 17, 2000, "Providing Content Interruptions"
V.	Oleg B. Rashkovskiy, U.S. Patent Application Serial No. 09/560,458, filed April 28, 2000, "Distributing Television Advertisements Over The Internet"
W.	Oleg B. Rashkovskiy et al., U.S. Patent Application Serial No. 09/561,443, filed April 28, 2000, "Providing Content Interruptions"

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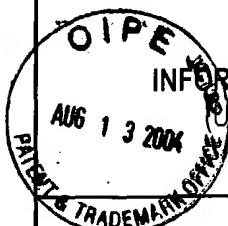
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*EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	BA.	5,600,364	02/1997	HENDRICKS	348	001	
	BB	5,661,516	08/1997	CARLES	348	8	
	BC	5,668,950	09/1997	KIKUCHI ET AL.	395	200.47	
	BD	5,697,844	12/1997	VON KOHORN	463	40	
	BE	5,708,845	01/1998	WISTENDAHL ET AL.	395	806	
	BF	5,724,521	03/1998	DEDRICK	705	26	
	BG	5,737,619	04/1998	JUDSON	395	761	
	BH	5,759,101	06/1998	VON KOHORN	463	40	RECEIVED
	BJ	5,761,606	06/1998	WOLZIEN	725	110	AUG 16 2004
	BI	5,774,170	06/1998	HITE ET AL.	7258	34	
	BK	5,774,664	06/1998	HIDARY ET AL.	725	110	Technology Center 2600
	BL	5,778,207	07/1998	SIMON	395	376	
	BM	5,794,210	08/1998	GOLDHABER ET AL.	705	14	
	BN	5,816,918	10/1998	KELLY ET AL.	463	16	
	BO	5,818,440	10/1998	ALLIBHOY ET AL.	345	327	
	BP	5,823,879	10/1998	GOLDBERG ET AL.	463	42	
	BQ	5,851,149	12/1998	XIDOS ET AL.	463	42	
	BR	5,855,008	12/1998	GOLDHABER ET AL.	705	14	
	BS	5,864,823	01/1999	LEVITAN	104	14	
	BT	5,890,963	04/1999	YEN	463	42	
	BU	5,903,816	05/1999	BROADWIN ET AL.	455	3.1	
	BV	5,912,696	06/1999	BUEHL	348	005.5	
	BW	5,916,024	06/1999	VON KOHORN	463	40	
	BX	5,918,213	06/1999	BERNARD ET AL.	705	26	
	BY	5,929,850	07/1999	BROADWIN ET AL.	345	327	
	BZ	5,933,811	08/1999	ANGLES ET AL.	705	14	
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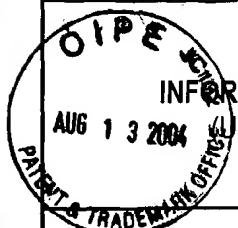
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U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
CA	5,948,061	09/1999	MERRIMAN ET AL.	709	219	
CB	5,961,603	10/1999	KUNKEL ET AL.	709	229	
CC	5,966,120	10/1999	ARAZI ET AL.	345	327	
CD	5,966,529	10/1999	SOLLARS	395	569	
CE	5,970,143	10/1999	SCHNEIER ET AL.	713	181	
CF	5,995,134	11/1999	HAYASHI	348	12	
CG	6,002,393	12/1999	HITE ET AL.	345	327	
CH	6,005,599	12/1999	ASAI ET AL.	348	7	
CI	6,006,257	12/1999	SLEZAK	709	219	
CJ	6,006,269	12/1999	PHAAL	709	227	
CK	6,015,344	01/2000	KELLY ET AL.	463	16	
CL	6,029,045	02/2000	PICCO ET AL.	455	5.1	AUG 16 2004
CM	6,036,601	03/2000	HECKEL	463	42	Technology Center 2600
CN	6,044,376	03/2000	KURTZMAN, II	707	102	
CO	6,064,385	05/2000	STURGEON ET AL.	345	339	+
CP	6,088,455	07/2000	LOGAN ET AL.	380	200	
CQ	6,118,449	09/2000	ROSEN ET AL.	345	339	
CR	6,133,912	10/2000	MONTERO	345	327	
CS	6,144,944	11/2000	KURTZMAN, II ET AL.	705	14	
CT	6,177,931	01/2001	ALEXANDER ET AL.	725	52	
CU	6,178,446	01/2001	GERSZBERG ET AL.	709	217	
CV	6,182,050	01/2001	BALLARD	705	14	
CW	6,185,586	02/2001	JUDSON	707	513	
CX	6,186,893	02/2001	WALKER ET AL.	463	20	
CY	6,188,398	02/2001	COLLINS-RECTOR ET AL.	345	327	
CZ	6,196,920	03/2001	SPAUR ET AL.	463	42	

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U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
DA	6,216,112	04/2001	FULLER ET AL.	705	14	
DB	6,216,129	04/2001	ELDERING	707	10	
DC	6,243,375	06/2001	SPEICHER	370	352	
DD	6,246,441	06/2001	TERAKADO ET AL.	348	552	
DE	6,246,693	06/2001	DAVIDSON ET AL.	370	445	
DF	6,282,713	08/2001	KITSUKAWA ET AL.	725	36	
DG	6,616,533	09/2003	RASHKOVSKIY	463	031	
DH	6,689,020	02/2004	ZIGMOND ET AL.	725	34	
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